

ORDER

**KSNV**

Orders
Order / Rev: 107334
Alt Order #: 06860182
Product Desc: BERKLEY FOR SEN ADD
Estimate: 30S
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 10/01/12 / 10/01/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
 1831 Chestnut St.
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Berkley, Shelley for Senate
Demographic: A35+
Product Codes: PLC01
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/01/12 | 10/08/12 | 13 | \$6,050.00 | \$5,142.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|-------------|
| October 2012 | 13 | \$6,050.00 | \$5,142.50 | 0.00 |
| Totals | 13 | \$6,050.00 | \$5,142.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|-------------|
| KSNV | 27% | \$6,050.00 |
| Market | 100% | \$22,407.41 |

Competitive Share

| | Share | Total |
|-------|-------|------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 30% | \$6,722.22 |
| KLVS | 0% | \$0.00 |
| KSNV- | 0% | \$0.00 |
| KTNV | 20% | \$4,481.48 |
| KTUD | 0% | \$0.00 |
| KVVU | 20% | \$4,481.48 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 3% | \$672.22 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------------|------|-------------------|-----------------|-------------------|-------|----------------|-------------------|-----|-------------|----------|---------------|------|------|-------|------------|
| E 1 | KSNV | 10/02/12 | 10/05/12 | The Agenda 1230pm | CM | 1230-1p | - TWTF - - | :30 | 4 | \$325.00 | 1 | 0.00 | NM | 4 | \$1,300.00 |
| The Agenda 1230pm | | | | | | | | | | | | | | | |
| AGENDAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/01/12 | 10/07/12 | - TWTF - - | | | 4 | | \$325.00 | | 0.00 | | | | |

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 Flight Dates: 10/02/12 - 10/08/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SEN ADD
 Estimate: 30S

KSNV

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|--------------|------|-------------------|-----------------|--|-------|----------------|--------------|-----|-------------------|-------------|-----|---------------|--------|-------|------------|
| E 1 | KSNV | 10/02/12 | 10/05/12 | The Agenda 1230pm The Agenda 1230pm | CM | 1230-1p | - TWTF- - | :30 | 4 | \$325.00 | 1 | 0.00 | NM | 4 | \$1,300.00 |
| AGENDAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | - TWTF- - | | | | | 4 | \$325.00 | | 0.00 | | | |
| E 2 | KSNV | 10/08/12 | 10/08/12 | The Agenda 1230pm The Agenda 1230pm | CM | 1230-1p | M- - - - - | :30 | 1 | \$325.00 | 1 | 0.00 | NM | 1 | \$325.00 |
| AGENDA | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | M- - - - - | | | | | 1 | \$325.00 | | 0.00 | | | |
| E 3 | KSNV | 10/07/12 | 10/07/12 | News 3 Live in Prime News 3 in Prime | CM | 7-10pm | - - - - - S | :30 | 1 | \$1,800.00 | 1 | 0.00 | NM | 1 | \$1,800.00 |
| NEWS AFT NFL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | - - - - - S | | | | | 1 | \$1,800.00 | | 0.00 | | | |
| E 4 | KSNV | 10/02/12 | 10/05/12 | Late Night w/Fallon Late Night w/Fallon | CM | 1237a-136am | - TWTF- - | :30 | 4 | \$250.00 | 1 | 0.00 | NM | 4 | \$1,000.00 |
| FALLON | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | - TWTF- - | | | | | 4 | \$250.00 | | 0.00 | | | |
| E 5 | KSNV | 10/08/12 | 10/08/12 | Late Night w/Fallon Late Night w/Fallon | CM | 1237a-136am | M- - - - - | :30 | 1 | \$250.00 | 1 | 0.00 | NM | 1 | \$250.00 |
| FALLON | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | M- - - - - | | | | | 1 | \$250.00 | | 0.00 | | | |
| E 6 | KSNV | 10/06/12 | 10/06/12 | Saturday Today Saturday Today | CM | 7a-9am | - - - - - S- | :30 | 1 | \$625.00 | 1 | 0.00 | NM | 1 | \$625.00 |
| SAT TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | - - - - - S- | | | | | 1 | \$625.00 | | 0.00 | | | |
| E 7 | KSNV | 10/07/12 | 10/07/12 | Sunday Today Sunday Today | CM | 7a-8am | - - - - - S | :30 | 1 | \$750.00 | 1 | 0.00 | NM | 1 | \$750.00 |
| SUN TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | - - - - - S | | | | | 1 | \$750.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 13 | \$6,050.00 |